

METHOD AND SYSTEM FOR LEARNING CONSUMER BEHAVIOUR

ABSTRACT OF THE DISCLOSURE

5

Methods, systems and computer program products for learning consumer behaviour are disclosed. A shared business opportunity with a merchant is offered to selected parties. Parent parties that accept the shared business opportunity are in turn enabled to offer a shared business opportunity to selected child parties. Each ancestor
10 of one of the selected child parties is compensated in response to an online transaction between that child party and the merchant. Consumer behaviour of a target party is predicted based on consumer behaviour of at least one descendant party of the target party.

15